

## Executive Summary

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The purpose of this document is to illustrate the business opportunity that exists for the Hawkeye products. The Hawkeye Project has completed the Definition Phase of the product development cycle and requires Executive approval before continuing on to the Development Phase.

Hawkeye is a digital imaging system designed to capture images of a vertical surface, such as a whiteboard or greenboard. It is an effective real ink solution. Hawkeye utilizes a digital camera and proprietary software in order to capture and process the image. The resulting digital image would be optimized for color and clarity and would be editable.

There are a great deal of prospective users of the Hawkeye product. There is currently an estimated install base of whiteboards equal to 40 to 90 million, internationally. Whiteboards continue to be very popular and are one of the top selling office supply equipment. As well, copyboards, Hawkeye's most closely comparable competitor, annually sell between 40 and 90 thousands units each year.

In order to successfully complete the Hawkeye product a development budget of CAN\$ [REDACTED] or US\$ [REDACTED] is required.

First customer ship of the product is scheduled to occur at the end of March, 2000.

Expected revenue for FY00 is CAN\$ [REDACTED] (US\$ [REDACTED]) and expected income would be approximately CAN\$ [REDACTED] (US\$ [REDACTED]) (considering COGS and the [REDACTED] royalty payment).